



DELTA[®]





As a reference, I like the singular storytelling in these mini-stories Gap ads, simple, with nice feel good vibe. Here I share a set of 3:



DELTA FAUCET SHOTS

To make this editing easier and to show with further precision and beauty the Faucets in case we feel we need it I would do specific product shots of each of them as they are activated, their “hero moment”. I would love to make this films work in these contemplative singles shot without the need to cut too close and ad hoc as I described above, but we would always have this product shot that we will be able to use in the edit room to split the main shot in half giving us a 3 shot film with a hero product shot right in the middle.

As well, this shots will be fundamental when we put together our larger films including a couple or all of the scenarios as they will be great punctuation marks to articulate one scenario with the other.

